

ABSTRACT OF THE DISCLOSURE

A selecting unit configured to select an object to
be reproduced in video data contents and configured to
obtain a corresponding object related data, the object
5 related data being related to the object and including
a start time at which the object appears in the video
data contents. An acquisition unit configured to
acquire the start time from the object related data.
A reproduction unit configured to start reproducing the
10 video data contents based on the start time.